

NOVA SCOTIA MAIN STREETS INITIATIVE

Community Main Streets Assessment Method

How to develop a plan for improving your Main Street area

September 2021

Developed by



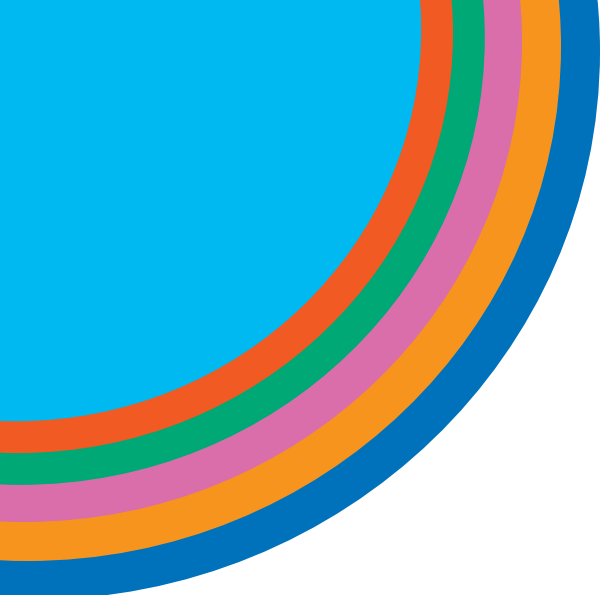
With support from the Province of Nova Scotia



Conversation Worksheets

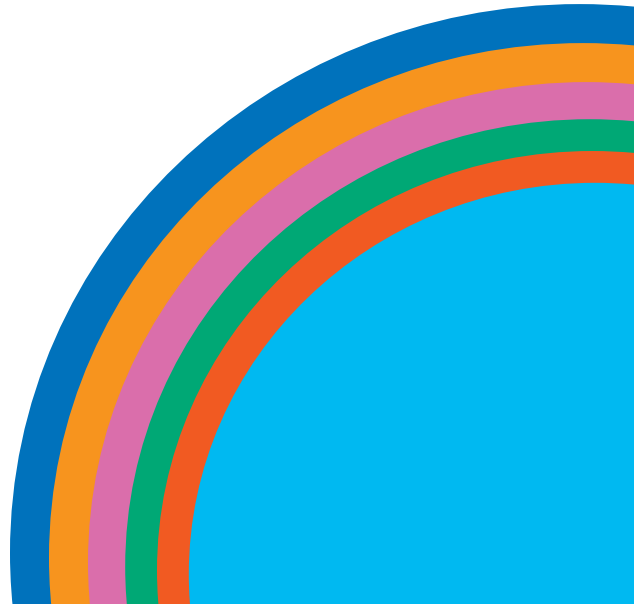
This document is a companion to the Conversation Guide, available at nsfm.ca/main-streets.html

Community name:



We respectfully acknowledge that our work happens in Mi'kma'ki, the unceded and ancestral home of the Mi'kmaw Nation. We recognize that many of Nova Scotia's streets and public spaces were once the traditional gathering places of the Mi'kmaq.

We commit to learning what it means to be treaty people with gratitude for this land, and respect and appreciation for its many generations of caretakers.



Contents

The Main Street Assessment Method is provided as a toolkit of questions and exercises. They are meant to be challenging so that you come to think about your Main Street in new ways. We assume that a core group is guiding the discussions and that this method is a tool they adapt to fit their goals and their community. You can start anywhere with the tools provided and all worksheets are optional. Use additional sheets of paper or include additional notes as necessary. Here is an overview of the steps.

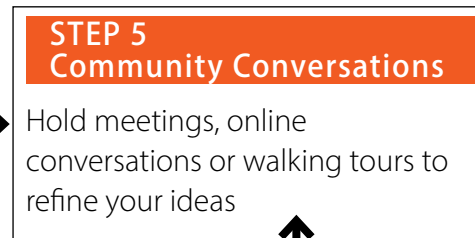
The Main Conversation Guide and Ideas Book

is a companion document for guidance and ideas for completing the worksheets.

Preparation Steps (can be done simultaneously)



Bringing ideas to the community



Making it happen



Refine ideas

These Worksheets are intended to act as a record of your ideas and conversations as you develop a vision and goals for the future of your community's Main Street area.

Step 1: Core Group Formation & Networking
Motivation and Vision

WORKSHEET 1a

**Who is your
 "core group"?**

**What brings you together
 as a group?**

**Date of first
 meeting**

Which of these statements inspire you?

Place a * next to the key statements that inspire you

Main Street is my favourite place in the community	Main Street is where I get to know my neighbours	Young people have pride in the community and things to do
Seniors have the needed amenities and housing in the community	Public spaces work well for people of all ages and abilities	My kids can get to destinations and I don't worry about their safety
There is a thriving local businesses scene	We celebrate our past and embrace our future	People want to visit our community

(Write your own)

What are the top things that motivate your group to improve the Main Street area?

-
-
-

What are you looking to achieve?

-
-
-

What is your timeline for completing each Step?

1. Core Group Formation & Networking	
2. Getting to Know Your Main Street Area	
3. Perspectives On Your Main Street Area	
4. Conversations Starters	
5. Community Conversations	
6. Goal Setting & Follow Through	

Step 1: Core Group Formation & Networking
Network Development and Research

WORKSHEET 1b

Who can give advice, and support, enable or fund the goals you develop?

Record names, organization, and contact information

Government. For example: village or municipal staff or elected officials; Mi'kmaq or Municipal Physical Activity Leadership Coordinators; Mi'kmaw communities; NS Transportation and Active Transit Department (if Main Street is a Provincial Road); police services.

Private and community sector. For example: arts, culture, and heritage; economic development; business owners; social services; active transportation advocates; newcomers advocates; accessibility advocates; youth, parent and schools groups and advocates; public schools and post-secondary institutions; sustainability advocates; community health boards and groups.

What kinds of related things are already happening?

For example: new businesses, community initiatives, locations where redevelopment or change is anticipated, or new policies and programs being developed

What are some possible funding sources?

Keep in mind application dates and selection criteria

For example: public, private and foundation sectors in fields such as energy, environment, economic development, transportation, community development, public health, inclusion, history and culture.

Who can volunteer to help accomplish goals?

Step 2 Getting to Know Your Main Street Area
Proposing your Main Street area and taking an inventory

Suggested Legend

Main Street area (**pencil**)

---- Main Street area

Destinations (**blue** pen)

* Primary Needs and Facilities

X Social Hubs

• Local businesses and other destinations, such as banks and workplaces

Count of the number of destinations in the proposed Main Street area

Primary Needs
and Facilities

Social Hubs

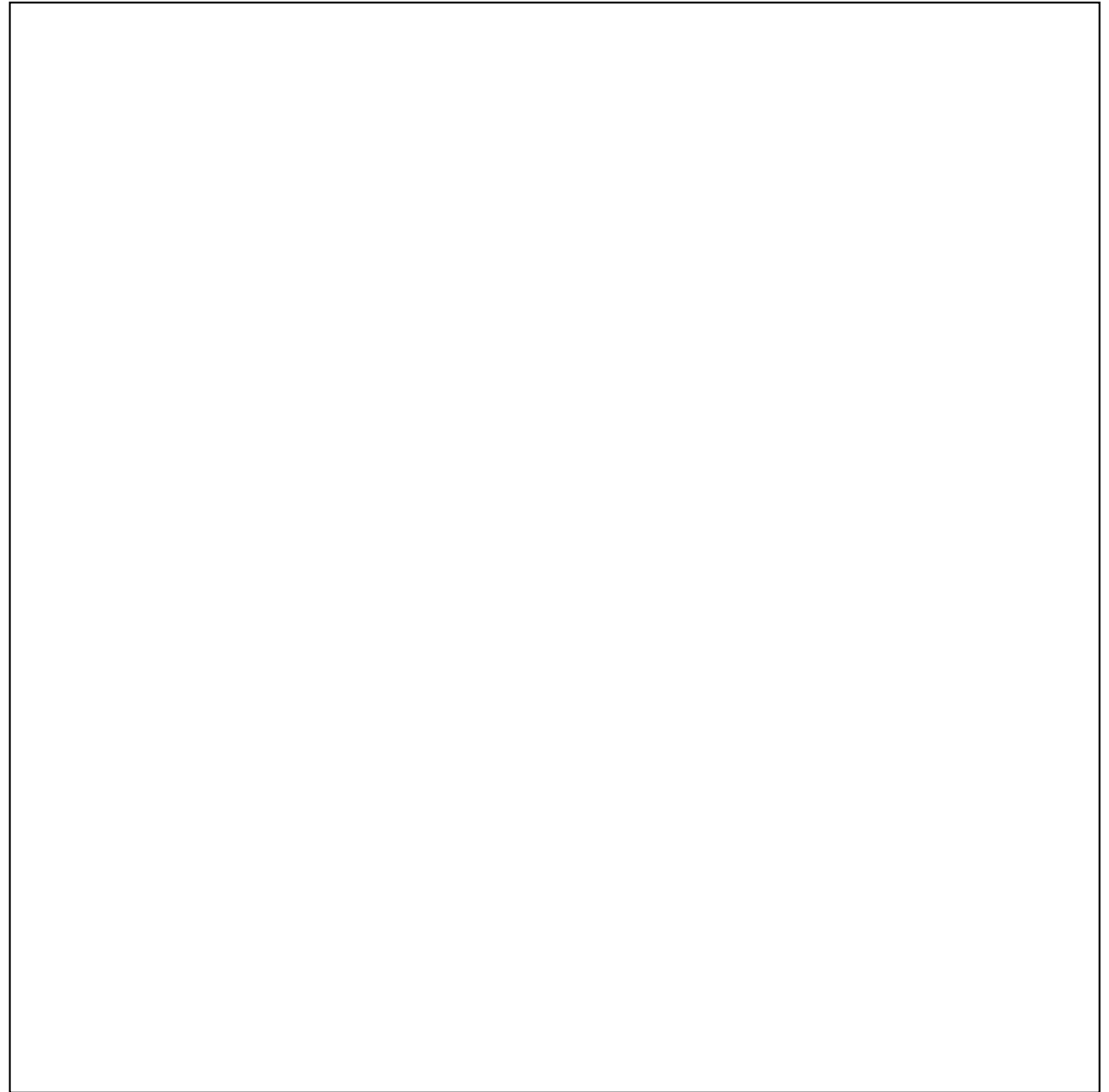
Local businesses
and other destinations

What kinds of destinations do you need to leave the proposed Main Street area for?

Use this area to sketch your proposed Main Street area or use an online map print-out.

Step 2 Getting to Know Your Main Street Area
Mapping other important elements in Main Street

Legend



Use this area to sketch your proposed Main Street area or use an online map print-out.

Step 3 Perspectives on Your Main Street Area
Imagine Yourself As...

Character	10 things I can do on Main Street...	My top concerns are...	One change I would like to see is...
Jack is 8 years old . He lives near by and is learning to ride his bike			
Margaret-Anne is 16 years old and attends the local high school			
Alex is a 23-year old student at NSCC who gets around by wheelchair			
Brooke owns a local store on Main Street and is looking to boost sales			
Mario and Nataniel are tourists who are visiting the community for the day			
Mukesh is a newcomer to Canada, and is working to improve their English			
Rolf is facing tough times . Recently without work, they are crashing with friends			
Leila and Marc are parents with two kids in elementary and high school			
Gan is 80 years old and is a lifelong community resident			

Step 3 Perspectives on Your Main Street Area
Mapping Experiences on Main Street

Does the Main Street area work **particularly well** for some people?

Does the Main Street area work **particularly poorly** for some people?

A large, empty rectangular box with a thin black border, intended for sketching or mapping the Main Street area.

Use this area to sketch your proposed Main Street area or use an online map print-out.

Step 4 Conversation Starters
Identifying Issues and Opportunities to Focus On

Place a * next to the topics your group is interested in exploring

Main Streets for Movement	Worksheet	What have we found so far? What topics do we want to discuss further?
Sense of Arrival	4b	
Calm Vehicle Movement	4b	
People Walking and Using Mobility Devices	4c	
Accessibility of Destinations	4d	
Parking and Deliveries	4e	
Shared Transportation and Transit	4e	
Cycling	4f	
Other 'Main Streets for Movement' topics	4f	
Main Streets as Places		
Meeting Essential Needs	4g	
Living and Working Near Main Street	4g	
People-Friendly Buildings and Properties	4h	
Public Spaces	4i	
Public Art and Heritage	4j	
Programs, Organizations and Events	4j	
Supporting Businesses	4k	
Activity in the Evening and Year-round	4k	
Visitor-Friendly Communities	4l	
Other 'Main Streets as Places' topics	4l	

Step 4 Conversation Starters




Place a * next to the topics your group is interested in exploring

Sense of Arrival	3 😊	2 😐	1 ☹️
Are there road or walkway changes, visual cues or changes to buildings or other elements that let people know they are approaching a community?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do vehicles tend to slow down when they enter the community?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Calm Vehicle Movement	3 😊	2 😐	1 ☹️
Do vehicle drivers tend to drive at a speeds that seem safe?	<input type="checkbox"/> Yes, mostly	<input type="checkbox"/> Usually	<input type="checkbox"/> Not really
Are there elements that let drivers know they are at the centre of a unique community? (for example, local businesses, pedestrians, people outside, signage, public art)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there elements that create “friction” for drivers? (for example, buildings, trees and parked cars that create a sense of enclosure, or traffic calming)	<input type="checkbox"/> Yes, there are a number of elements	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Where they exist, are school zone speed limits typically respected? (When children are present, speed limits are typically reduced to 30 km/hr in a 50 km/hr zone)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

People Walking and Using Mobility Devices	3 	2 	1 
Are there sidewalks or hard surfaces that separate people walking from vehicles and does the walking network allow people to walk between key destinations?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are sidewalks in good repair?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
For sidewalks, is there a clear path of travel at least 1.5 m (59 in.) wide? (No trees, poles or elements protruding into the space)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are sidewalks regularly safe and accessible in the winter?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Where commercial driveways cross the walking paths, are they clearly organized and marked/narrowed to be safer and more predictable?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are marked crosswalks present at locations that work well for the community, considering how people move and where they tend to go to and from?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is it safe for children and those with reduced mobility to cross the street at marked crosswalks?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
If necessary, are there measures in place to improve safety and comfort for pedestrians and drivers at crosswalks? (For example, curb extensions, medians, lighting)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

WORKSHEET 4d

Notes

Place a * next to the topics your group is interested in exploring

Accessibility of Destinations	3 😊	2 😐	1 ☹️
For those who have reduced mobility or use mobility aids (walker, wheelchair, or scooter), are streets, destinations and public spaces generally safe and convenient to navigate?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
For those who are blind or visually impaired, are streets, destinations and public spaces generally safe and convenient to navigate?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there elements at crosswalks and intersections to aid those who have reduced mobility, or are blind or visually impaired? (For example, high visibility and tactile crosswalk indicators, wheelchair accessible “drop-downs” at crosswalks, or audible signals)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are the primary entrances to destinations accessible to those with reduced mobility?	<input type="checkbox"/> All spaces accessible	<input type="checkbox"/> Most spaces accessible	<input type="checkbox"/> Most are not accessible
In the case of older or heritage buildings, do accessible entries exist?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is there accessible parking available in the needed locations?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are the paths between accessible parking spaces and destinations barrier-free, safe, and easy to navigate for people with reduced mobility?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters




Place a * next to the topics your group is interested in exploring




Parking and Deliveries	3 😊	2 😐	1 ☹️
Are shops and delivery drivers able to load and unload goods safely and efficiently with minimal obstructions?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is it typically possible to find vehicle parking (not designated accessible spaces), within 100 m of key Main Street destinations? (100 m is typically a 1 to 2 minute walk)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Shared Transportation and Transit	3 😊	2 😐	1 ☹️
Are there shared vehicle transportation options in your community, such as shuttles, taxi's, carshares, or rideshares?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do e-bike or bike share programs exist?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is there a transit route or shuttle that services your Main Street area?	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes, but no evenings/ weekends	<input type="checkbox"/> No
Are transit stops regularly safe and accessible in the winter?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

Cycling	3 	2 	1 
Is it safe and convenient for cyclists of all ages and abilities to travel along Main Street?	<input type="checkbox"/> Yes, most of the time	<input type="checkbox"/> Usually	<input type="checkbox"/> Not really
If the Main Street is not safe for cycling, are there parallel routes on paths or side streets for people of all ages and abilities to bicycle between destinations?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there cycling routes and destinations in and around your Main Street area?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there sufficient bike racks within 100 m of Main Street destinations? (100 m is typically a 1 to 2 minute walk)	<input type="checkbox"/> Yes, most of the time	<input type="checkbox"/> Usually	<input type="checkbox"/> Not really
Are there other elements that support cycling? (for example, route maps, cycling events, covered bicycle racks, maintenance stations, repair shops)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Other topics (Write your own)	3 	2 	1 
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

Meeting Essential Needs	3 😊	2 😐	1 ☹️
Is there a grocery store on Main Street, or other ways to get fresh and healthy food?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is it convenient to access other daily needs in the Main Street area, such as pharmacies, hardware, dollar stores, doctor's offices, post office, and service providers?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are community and government services available in the Main Street area? (For example, library, daycare, recreation centre)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Options for Living and Working Near Main Street areas	3 😊	2 😐	1 ☹️
Are there diverse and attainable housing options available on or near Main Street? (Such as housing for singles, couples and families; units that are affordable; seniors housing, and units that are accessible)	<input type="checkbox"/> Yes. Most of these are available	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there amenities and supports that help retain youth and working age adults, and attract newcomers to settle in the community?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is reliable high speed Internet available to allow people to work from home and connect online?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

WORKSHEET 4h



Notes

Place a * next to the topics your group is interested in exploring

	3 	2 	1 
People-Friendly Buildings and Properties			
Do shops and buildings seem to prioritize people walking or people driving?	<input type="checkbox"/> Mostly pedestrian-oriented	<input type="checkbox"/> Somewhat in between	<input type="checkbox"/> Mostly vehicle-oriented
Are properties inviting for people walking and people using mobility devices?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are properties tidy and in good repair?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there a large number of vacant storefronts or lots?	<input type="checkbox"/> Not really (less than 10% vacant)	<input type="checkbox"/> Somewhat (10% to 20% vacant)	<input type="checkbox"/> Yes (over 20% vacant)
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

Public Spaces	3 	2 	1 
Are there public spaces along Main Street for people to gather and socialize?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are public spaces actively "beautified"? (That is, are there organizations actively responsible for maintenance, plantings, banners)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do public spaces reflect the uniqueness of the community? (For example, by capitalizing on views or waterfronts, or telling the story of a community?)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do spaces have trees or canopies to shelter from the sun or rain?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do spaces have trash/recycling bins?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there places nearby for food and drink?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there activities for children under 12?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there activities for youth (ages 12-25)?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

Public Art and Heritage	3 😊	2 😐	1 ☹️
Are there pieces of public art or interpretive panels that represent the history, culture, and strengths of the community?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is public art well maintained?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Does existing public art hold meaning for current residents?			
Are there historic features, buildings, and spaces that are cherished and celebrated?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve







Programs, Organizations, and Events	3 😊	2 😐	1 ☹️
Are there representative and inclusive organizations in your community?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there programs or organizations to support a variety of groups in the community? (For example, youth, seniors, newcomers, families, and those experiencing poverty and homelessness)	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do local events represent community interests, culture, and heritage?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

WORKSHEET 4k

Notes

Place a * next to the topics your group is interested in exploring

Supporting Businesses	3 	2 	1 
Have new businesses successfully opened in the community in the last few years, or have businesses closed in the last few years and not been replaced?	<input type="checkbox"/> There are new businesses	<input type="checkbox"/> Not much has changed	<input type="checkbox"/> Businesses are closing and not being replaced
How well have local businesses weathered the pandemic? Do residents "shop local" to support businesses?	<input type="checkbox"/> Lots of support for local business	<input type="checkbox"/> Some	<input type="checkbox"/> Not really
Do businesses spill out and have a presence on Main Street?	<input type="checkbox"/> Yes, many	<input type="checkbox"/> Some	<input type="checkbox"/> Not really
Are there organizations that work effectively to support local businesses?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are businesses and business organizations actively involved in shaping events and beautification in the Main Street area?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve
Activity in the Evening and Year-round	3 	2 	1 
Are there things to do after 6pm?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there things to do during all four seasons?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is there a sense of 'eyes on the street' most times of the day and night?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is Main Street well lit at night?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do people feel safe walking alone at night?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve

Step 4 Conversation Starters

Place a * next to the topics your group is interested in exploring

Visitor-Friendly Communities	3 😊	2 😐	1 ☹️
Are there accessible public washrooms?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Does the community promote attractions, shops, restaurants, "hidden gems," and events that make it unique and appealing?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is signage useful, attractive, well maintained, appropriately sized, and uncluttered?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Do you think visitors passing through would consider the community to be attractive?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Is there art, activities or interpretive panels that tell the story of the place or people?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there charging stations for electric vehicles (EVs)?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
If the community is on a cycling route or the Blue Route, is an effort made to accommodate and promote visitors by bicycle to visit the Main Street area businesses?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
Are there accommodations available?	<input type="checkbox"/> Yes	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not really
OVERALL: How are we doing in this category?	<input type="checkbox"/> Great	<input type="checkbox"/> Okay	<input type="checkbox"/> Room to improve
Other topics (Write your own)	3 😊	2 😐	1 ☹️
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Step 4 Conversation Starters
Core Group Reflection

WORKSHEET 4m

Place a * next to the topics that you think are most important to talk about in your community

Main Streets for Movement	Overall score			Opportunities	Issues and Constraints
Sense of Arrival	1	2	3		
Calm Vehicle Movement	1	2	3		
People Walking and Using Mobility Devices	1	2	3		
Accessibility of Destinations	1	2	3		
Parking and Deliveries	1	2	3		
Shared Transportation and Transit	1	2	3		
Cycling	1	2	3		
Other 'Main Streets for Movement' topics	1	2	3		
Main Streets as Places					
Meeting Essential Needs	1	2	3		
Options for Living and Working Near Main Street	1	2	3		
People-Friendly Buildings and Properties	1	2	3		
Public Spaces	1	2	3		
Public Art and Heritage	1	2	3		
Community Programs, Organizations and Events	1	2	3		
Supporting Businesses	1	2	3		
Activity in the Evening and Year-round	1	2	3		
Visitor-Friendly Communities	1	2	3		
Other 'Main Streets as Places' topics	1	2	3		

Step 5 Community Conversations
Choosing an Engagement Method

Our available resources

Our options for engagement

Network

How many people can support or lead conversations?

Who has experience hosting community engagement sessions?

Time

How much time do we each have to organize and host Community Conversations?

When do we want to have Community Conversations completed?

Other

What other resources do we have access to that may help us?

What venues are available to us?

Engagement method(s)	Why use this for our conversation?

Step 5 Community Conversations

Planning and Hosting the Community Conversation(s)

Engagement method:

Date/time:

Location:

How do we get the word out about this?

Component	What information do we need to share with our audience and what discussions do we need to have?	
Introduction	Who is the host? How will your group use the feedback you receive?	What should participants expect from the conversation?
Content (all steps are optional)	<input type="checkbox"/> 1a Group Formation and Motivation <input type="checkbox"/> 1b Network Development and Research <input type="checkbox"/> 2a Mapping your Main Street Area’s Destinations <input type="checkbox"/> 2b Mapping your Main Street Area’s Important Elements <input type="checkbox"/> 3a Photovoice Exercise <input type="checkbox"/> 3b Imagine Yourself As... <input type="checkbox"/> 3c Mapping Experiences on Main Street Other information:	<input type="checkbox"/> 4a Identifying Issues and Opportunities to Focus On <input type="checkbox"/> 4b-f Main Streets for Movement Specific worksheets: <input type="checkbox"/> 4g-l Main Streets as Places Specific worksheets: <input type="checkbox"/> 4m Core Group Reflection
Discussion	Key questions and discussion topics:	
Conclusion	Next steps:	Options for participants to stay in touch:

Step 5 Community Conversations
Community Conversation(s) Summary

Event type(s):

Date(s):

Number of people engaged:

Place a * next to the topics that were most discussed

Conversation Topics	Meeting notes
Main Streets for Movement	
<input type="checkbox"/> Sense of Arrival	
<input type="checkbox"/> Calm Vehicle Movement	
<input type="checkbox"/> People Walking and Using Mobility Devices	
<input type="checkbox"/> Accessibility of Destinations	
<input type="checkbox"/> Parking and Deliveries	
<input type="checkbox"/> Shared Transportation and Transit	
<input type="checkbox"/> Cycling	
Main Streets as Places	
<input type="checkbox"/> Meeting Essential Needs	
<input type="checkbox"/> Options for Living and Working Near Main Street	
<input type="checkbox"/> People-Friendly Buildings and Properties	
<input type="checkbox"/> Public Spaces	
<input type="checkbox"/> Public Art and Heritage	
<input type="checkbox"/> Community Programs, Organizations and Events	
<input type="checkbox"/> Supporting Businesses	
<input type="checkbox"/> Activity Around the Clock and Year-round	
<input type="checkbox"/> Visitor-Friendly Communities	

Step 5 Community Conversations

Incorporating feedback

	Quick wins	Long term goals
Potential action items		
Our group's priority tasks	1 2 3	1 2 3
Who can provide funding or volunteer effort?		

Step 6 Goal Setting and Follow Through
Vision Development and Goal Setting

WORKSHEET 6a

Our Main Street Vision

We will support our vision by accomplishing the following goals

SMART* Goal(s)	How we will measure progress	Tasks	Team members	Timeline

*SMART stands for Specific, Measurable, Attainable, Realistic and Timely

Step 6 Goal Setting and Follow Through
3 month, 6 month and 1-year Check-ins

WORKSHEET 6b

3-month Check-in

Meeting date:		Attendees:	
What has changed on your Main Street since your group formed?	What progress did you make on your goals?	What next steps or tasks need to be completed to reach your goals?	Notes and reflections

6-month Check-in

Meeting date:		Attendees:	
What has changed on your Main Street since your group formed?	What progress did you make on your goals?	What next steps or tasks need to be completed to reach your goals?	Notes and reflections

1-year Check-in

Meeting date:		Attendees:	
What has changed on your Main Street since your group formed?	What progress did you make on your goals?	What next steps or tasks need to be completed to reach your goals?	Notes and reflections

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